



Digital Tools for Incident Tracking in Event Management

Modern digital tools like online forms, QR codes, and incident tracking platforms are the perfect way to streamline communication, data collection, and incident response for venue managers and control room staff. Digital forms and QR codes simplify the process of gathering real-time information, while incident tracking tools offer a structured approach to recording, managing, and reviewing incidents as they occur. Together, these tools not only enhance operational efficiency but also contribute to a safer, more organised venue by ensuring that incident data is accessible, centralised, and easy to manage. This section outlines the applications, benefits, and best practices of using forms, QR codes, and incident tracking systems to optimise event safety and response.

Using Forms and QR Codes for Better Data Collection

Forms and QR codes provide a simple yet powerful method for collecting data and communicating with staff, attendees, and vendors at events. Unlike dedicated apps that require downloads and logins, QR codes and online forms offer an accessible and user-friendly alternative that allows users to submit their info directly from their mobile devices. By integrating forms and QR codes into event operations, you're able to easily streamline your information collection, improve responsiveness, and reduce reliance on slower methods like paper forms or radio calls.

Key applications of forms and QR codes include:

- **Pre-Event Inspections:** Staff can use QR codes posted in specific locations to access digital forms for pre-event checks. This might include inspecting safety barriers, equipment, or amenities and recording any maintenance needs before the event begins.
- **Non-Critical Issue Reporting:** QR codes let staff quickly report minor issues like overflowing bins, low supplies, or equipment malfunctions, without clogging up radio channels used for critical communication. Staff simply scan a QR code, complete a short form, and submit the request, allowing the operations team to address these needs promptly.
- **Safety Assessments and Compliance Checks:** Digital forms accessed via QR codes are ideal for safety assessments and compliance inspections throughout the event. Staff can document potential hazards or safety compliance issues in real time, ensuring that health and safety standards are consistently met.

One other key feature of QR code implementation is the reduction of training overheads for a transient workforce. When you outsource a number of your needs to third-party contractors, like security and cleaning, it helps all involved if you're able to bypass long training sessions and simply say "use this QR code".

One last thing that forms and QR codes also enhance is the attendee experience, by enabling convenient, real-time feedback or requests. For example, attendees can report lost items, request medical assistance, or provide feedback on amenities through QR codes placed in strategic locations around the venue. This accessibility contributes to a safer and more responsive event environment for all.

Incident Tracking: The Cornerstone of Effective Safety Management

Incident tracking provides a centralised and systematic approach to documenting and managing incidents that ensures all your data is accurate, organised, and accessible to all relevant stakeholders. Traditional incident logs—kept on paper and often dispersed across multiple documents—can result in information gaps, miscommunication, and delays. Digital incident tracking platforms resolve these issues by consolidating all incident data into a single, easy-to-access location.

Key benefits of incident tracking include:

- **Centralised Logging:** A single platform for incident tracking allows for the collection and review of all incident data in one place. This centralisation ensures transparency and reduces information silos, providing a complete record that can be easily accessed and referenced by anyone during or after the event.
- **Enhanced Coordination Across Stakeholders:** By sharing access to incident tracking logs, organisers ensure that all relevant stakeholders—security teams, medical staff, event managers, and external responders—are informed and aligned in their response efforts. This shared visibility promotes a common operational picture, minimising miscommunication and improving response times.
- **Accountability and Traceability:** Digital tracking allows organisers to record the details of each incident, including the time, location, involved parties, and steps taken to resolve the situation. Some platforms also track every single change made to a record, including edits. This level of detail supports accountability and provides a transparent record for future reference, analysis, and reporting.

For example, a security incident such as unauthorised access to a space can be logged with details on the time, location, response actions taken, and any follow-up needed. By keeping all information centrally recorded, event organisers ensure that each incident is handled consistently, documented accurately, and easily accessible for review.

| Best Practices

To maximise the effectiveness of incident tracking, event organisers need to follow best practices that ensure data accuracy, accessibility, and security. These practices help streamline the incident management process and ensure that critical information is always available to support a coordinated response. Key best practices include:

- 1. Use Shared Platforms for Transparency**

Incident tracking platforms that allow freely-shared access will promote a unified response by ensuring that all stakeholders have up-to-date information. Using cloud-based systems allows staff across different departments and shifts to access incident data easily, ensuring continuity in incident management. Shared platforms also reduce the likelihood of information being held solely by one employee, which can hinder efficient response.

- 2. Maintain a Permission Hierarchy**

Incident tracking systems should incorporate permission-based access to protect sensitive data. By setting permission levels, organisers ensure that only authorised personnel can view or modify certain information. For instance, security incidents or medical records may require restricted access to protect privacy and comply with data storage regulations. This structured access not only safeguards data but also prevents unauthorised actions that could compromise integrity.

- 3. Establish Digital and Physical Access**

Digital access to incident logs is generally more efficient, but having a physical backup can be useful for specific situations, such as technical outages. For example, printed incident logs, emergency contacts, and venue maps stored in the control room provide an additional layer of preparedness. Digital tools like QR codes linking to emergency protocols or incident logs enhance accessibility, ensuring that key documents are readily available to all relevant personnel, even under challenging conditions.

- 4. Prioritise Real-Time Updates and Alerts**

Tracking platforms that support real-time updates are essential for ensuring timely responses. By enabling real-time alerts, staff can be immediately notified when a new incident is logged or when updates are made to an ongoing incident. This real-time tracking is particularly valuable for incidents that require multi-stage responses, like a lost child or a fire evacuation, where updates need to be communicated continuously until the situation is resolved.

5. Utilise Reference Documents and SOPs

Incident tracking systems should support the storage and quick retrieval of key reference documents, such as site maps, emergency protocols, and standard operating procedures (SOPs). These resources ensure that response teams have easy access to all necessary information, enabling them to act efficiently. Storing SOPs within the incident tracking platform itself allows staff to quickly cross-reference response protocols, ensuring that all actions are compliant with established guidelines.

6. Review and Analyse Incident Data Post-Event

After the event, reviewing incident data allows organisers to identify trends, analyse response effectiveness, and pinpoint areas for improvement. For example, if a particular location repeatedly experiences crowd congestion, organisers can consider adjustments to layout or staffing in future events. By using post-event analysis to enhance operational planning, organisers ensure continuous improvement in both safety and efficiency.



Conclusion

Forms, QR codes, and incident tracking platforms are essential tools in the modern event manager's toolkit, enabling event organisers to enhance safety, streamline operations, and maintain detailed records. By using forms and QR codes for efficient data collection and incident tracking systems for organised response management, venues can ensure that every incident is handled professionally and that data is readily accessible for review and improvement. Through best practices in incident tracking, event organisers create a structured, accountable environment that prioritises attendee safety and operational excellence, establishing a high standard for both current and future events. If you'd like to learn how Chronosoft's Chrolicler platform can help you match best practices with your data management, head over to <https://www.chronosoft.com.au/>

